

## **WEST EGAN DRIVE CORRIDOR STUDY**

### **Public Involvement Strategy**

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Due to its complexity and the variety of individuals and groups who have an interest in the results, the public involvement strategy should use a variety of techniques. Efforts should be taken to ensure that all stakeholders, including local interest groups are informed and involved in the process.

The purpose of the public involvement strategy is to inform the public about key findings as the technical work proceeds and involve them in helping develop safe, cost-effective, environmentally sound and politically acceptable solutions to current and anticipated future problems. Following is a discussion of the specific elements.

#### **Citizens Advisory Committee (CAC)**

The CAC is a key link between the project and the public. It will consist of about 20 members appointed by ADOT&PF in consultation with the consultant. Though the majority are expected to be people who live and/or work in the Valley, others, such as downtown or school interests, also will be asked to participate. The CAC will meet from 6:30 p.m. to 9 p.m. five times during the course of study in a convenient and easily accessible location. If possible, the group will meet in the same place each time. This preliminary agenda follows the work program and is subject to change as the study progresses:

- Meeting # 1: Get acquainted. Review background of study, including time schedule and work program, transportation and environmental conditions, land use and growth issues. Discuss and agree on goal statements recommended by ADOT&PF and the consultant. Advise on format and logistics of public events. CAC members, whose names will be listed on the newsletters and all notices, will be asked to co-sponsor and host all public events.
- Meeting #2: Review and discuss draft purpose and need statement and the project team's recommended conceptual solutions; discuss final details of public event #1 that will be held the following day.
- Meeting #3: Review and discuss technical findings to date, results from public event #1 and fatal flaw evaluation. Note: This meeting is scheduled tentatively for August 28. It will be important to ascertain if the majority of CAC members will be in town at that time.
- Meeting #4: Review and discuss the consultant/staff recommendations of the three

most viable alternatives. Obtain input for the elements of the “Department’s Proposed Action”. Discuss format and logistics for public event #2.

- Meeting #5: Review results of public event #2. Review and discuss final “Department’s Proposed Action”, including a summary of recommended improvements and an implementation plan. Discuss format and logistics for the third and final public event.

## **Public Events**

There will be three public events during the course of the project. They will occur during strategic points in the work when public input can influence the next stage of the study. If possible, they will be held the day following a CAC meeting, between 5 and 9 p.m. in a central, easily accessible location in the study area. The workshop/open house formats for the first two events will be designed to provide information to the public as well as solicit their input.

Throughout the evening, the public can come and go, visit displays and graphical information and talk with consultants and staff. There will be a variety of opportunities to provide feedback. At two or three half-hour intervals, consultants and staff will make formal presentations. This will be an opportunity for citizens to receive additional information and ask questions. A written questionnaire may be made available.

At the third public event, more time will be devoted to explaining the elements of the final report, with some opportunity for public comment. Cookies and punch/coffee/tea will be available at all events.

- Public Event #1: As noted, this will take place the day after the second CAC meeting. Participants will be asked to identify needs in the corridor’s transportation system today and in the future. They also will review and comment on the goal statements suggested by the consultants and discussed/modified by the CAC.
- Public Event #2: Present the results of the initial fatal flaw analysis, the three alternatives selected for further review, and the preliminary “Department’s Proposed Action” discussed at the fourth CAC meeting. Solicit public comments and feedback.
- Public Event #3: Present final recommendations after review by the CAC at the fifth meeting. As noted above, this format will not be as “open ended” as the other two events, though general comments, especially on implementation strategies, will be solicited.

## **Newsletters**

Four newsletters will be produced during the duration of the project. They will follow a graphically attractive format with the logo for the project displayed prominently, and be written in a readable, non-jargon style. Each issue will contain a map of the project area,

update on the progress of the study, list of CAC members and ADOT&PF contacts, Web site address, dates of public events, and other pertinent information. The newsletters will be mailed to every mailbox in Juneau and be made available at the library, City Hall, and the public events. CAC members will be asked to help distribute them to their constituents.

In addition to the above, newsletter #1 could include a mail-back questionnaire asking citizens for their opinions about problems and issues in the corridor. (Note: ADOT&PF and the consultant would have to develop an agreement regarding roles and responsibilities for collating and analyzing responses.)

### **Other Public Involvement Activities**

In addition to the above specific tasks, there is a need to develop readable and attractive public notices; design, update and monitor the Web site; conduct ongoing media relations; and meet with elected bodies and citizens.

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**Roles and Responsibilities**

TASK	ADOT&PF	COC	OTHER CONSULTANTS	CAC
<b>CAC</b>				
Appoint members	●	○	○	—
Develop agendas	○	●	○	—
Write/distribute meeting notices	●	○	○	—
Attend to logistics	●	○	—	—
Facilitate meetings	○	●	—	—
Make presentations	●	○	●	—
Summarize results	○	●	○	—
<b>Public Events</b>				
Logistics	●	○	—	—
Notice	●	○	—	—
Agenda/format	○	●	○	○
Displays/presentations	○	●	●	—
Staffing	●	●	●	○
Summarize results	○	●	○	—
Collate response to questionnaires	○	●	—	—
<b>Newsletter</b>				
Design logo	○	—	●	—
Design format	○	●	○	—
Write content	○	●	○	—
Mail/distribute	●	—	—	○
<b>Other</b>				
Web site	○	○	●	—
Ongoing media relations	●	—	—	—
Meet with elected bodies and citizens	●	○	○	—
Other activities	( a s n e e d e d )			

● primary responsibility      ○ supporting responsibility      — no responsibility